

CHAIRMANS REPORT

- It has been an exceptional year for SAFI with the institutionalization, corporatization and operationalization of the NPC.
- If we have to sum the year up we would say that laying the foundation for the implementation of the 3 year business plan was the cornerstone of our activities.
- The CEO and COO were appointed to execute the mandate from the board in delivering the strategic objectives of SAFI.
- We are proud to mention to you as our members that we are taking the diversity agenda of S.A. very serious and 100 % of our leadership are black women and 100% of the SAFI operational team are also black women.
- We as SAFI would like to lead the way in promoting diversity in both leadership and operations in the Furniture Industry.

Vision 2020

- Stronger together will we drive the employability and reputation of our employees and employers in the Furniture Industry.
- Stronger together we will be a formidable force in the Furniture Industry both locally and on the world stage for manufacturing quality products and services.
- We have set ourselves a target to grow the industry between 10 to 15 % year on year in terms of increasing the numbers of employment as well as turnover values.
- SAFI engaged with more than 80 stakeholders in the first quarter of this financial year to see how best we can implement the 3-5 year business plan of SAFI without duplicating effort nor to further fragment the Furniture Industry.
- We acknowledge the fact that SAFI will be more successful through synergistic alliances where the whole is better than the sum of its part's.
- We as the Board of Directors of SAFI have flexed our strategic muscle and endeavors to make bold decisions that can ensure that we influence the future of the Furniture Industry in a positive way.
- In closing: we would like to assure you of our continued commitment as the Board of Directors of SAFI to execute and deliver the aims of the strategic business plan that we have adopted in 2015 through a structured process of various consultation sessions and vigorous debates with all our stakeholders.
- Thank you once again for joining us on this journey from Good to Great and the legacy we would like to leave as change agents for the next growth stage of the Furniture Industry, in creating jobs and building sustainable businesses.

Lance Dirksen